



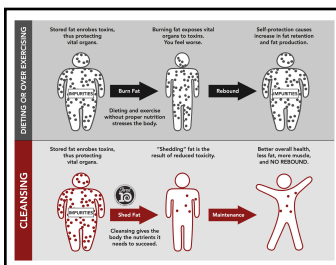
SCRIPT IDEA: We're excited you're joining us to learn about the Shred10. **SHRED IT! LIVE IT! SHARE IT!** Shred It for 10 days, Live It by continuing on with your health journey and feel free to share the Shred10 with others. The Shred10 is a jumpstart program that we hope will transition into a healthier lifestyle.



SCRIPT IDEA: So why do we have a need to do something like the Shred10? There are **TWO** startling trends in our world!

Wouldn't you agree that we are living in a chemical world? We are being bombarded by toxins which is leading to all kinds of health problems. Unless you're living in a bubble, these toxins are everywhere. We are breathing them in, we are putting them on our skin, they are on our lawn, in our pool and we are even eating them.

And how about our food quality? Wouldn't you agree our food quality is decreasing? We can't even pronounce many of the ingredients in our foods.



SCRIPT IDEA: This creates a need to detox and rejuvenate and that's what this Shred10 is about. Let's talk about an important topic for many people - maintaining a healthy weight-because we know that excess fat contributes to over 20 different diseases. Remember the toxins we talked about? Well, our bodies can't handle the onslaught of toxins, so it protects our organs by trapping the toxins in fat cells. The good news is this keeps the toxins from roaming and causing havoc in our bodies. The bad news is the fat cells expand and can cause weight issues.

When you burn fat in the wrong way without proper nutrition or over exercising, the toxins are re-released into the bloodstream...which stresses the body...so your body (very smartly) goes into fat production to once again enrobe the toxins, protecting vital organs, and the fat returns. Its a vicious cycle.

(CLICK) There is a better way. The safe and healthy way to lose weight is to allow your body to cleanse itself by removing the toxic load, and adding **CLEAN** eating, especially fruits and vegetables. Now you are shedding fat, and assisting your liver so it can do its job and cleanse the toxins. Weight loss is easier, quicker and leads to move permanent weight loss.



SCRIPT IDEA: So how can we eat enough fruits and vegetables to make this possible? The truth is we can't – we need help and one important part of this Shred10 is to add the Juice Plus Trio Capsules and JP+ Complete shakes to your diet. This is like flooding your body with 45 fruits, veg, and berries every day. It's not a substitute for the real thing - but it will definitely bridge the gap as you try to eat a lot of plants during the Shred10. This is powdered produce. You'll add 2 fruit / 2 vegetable and 2 berry capsules and you'll drink 2 JP+ Complete Shakes everyday.



SCRIPT IDEA: Let's talk about willpower - it's not true that some people have this and some people don't. Willpower is actually a function of your blood sugar? Think about a time when you skipped a meal or you were too busy that you just forgot to eat. We all have those days, right? And then you want to eat anything in site. Here is why. It's called Glycemic Index - it is the rate at which sugar enters your bloodstream. As we all know sugar SHOULD enter your bloodstream slowly and give you sustained energy (complex carbs) or sugar can rush in and spike your blood sugar like you see in the taller curved line - this is what happens when we eat empty carbohydrates - like bread, crackers, or boxed foods. There is a spike in blood sugar...and then it comes crashing down and an hour or 2 later you need a nap...but not before you raid the pantry! This also happens when we skip a meal, or first thing in the morning when we wake up on an empty stomach and think we have to have caffeine to wake up.

The dark blue line shows what happens when we eat a low glycemic meal, with fiber so any sugar enters the blood stream slowly (like with the JP Complete Shake)...then our blood sugar is stable and it makes it so much easier to avoid bad habits and food addictions. This is the Zone Of Willpower, and you might find you lose your junk food cravings! This is why the Complete is such an important part of the Shred10.



SCRIPT IDEA: The JP Complete is low glycemic so it stabilizes the blood sugar. It also has 13 grams of PLANT Protein as well as broccoli and radish sprouts, pumpkin, pomegranate and spirulina. And the Complete has 8 grams of pure plant fiber per serving. The oligosaccharides in the Complete are actually a prebiotic that helps to keep your digestive system healthy.



SCRIPT IDEA: And you can use it so many ways...I almost always have a shake for breakfast which starts my day great and love it mid afternoon when I want to snack...I look forward to it!

(SHARE HOW YOU USE THE SHAKE) – if you have kids – talk about giving them the shake too!



SCRIPT IDEA: The Shred10 is about shredding the food, toxins and habits for 10 days that are not serving you well and adopting new healthier habits.



SCRIPT IDEA: So here are the Shred10 guidelines.
For 10 days you will Add: More REAL Food (things like fr, veg, whole grains, peas, beans) and you'll add Juice Plus Trio Capsules and Shakes to support this. We really want to encourage you to eat clean during these 10 days! This will give your body a break from digesting heavier foods and it will also reduce inflammation and free the body up to cleanse and rejuvenate.

You'll drink plenty of water, sleep 7-8 hours each night and exercise most days. You'll eliminate Gluten, Dairy, Caffeine, Alcohol, Processed Foods, Artificial and Refined Sugar and we'll encourage you not to eat after 6:00PM to give your body a chance to rest, digest and eliminate the toxins effectively. If you are pregnant, nursing, a child or an elite athlete you may make accommodations with the 6pm rule.

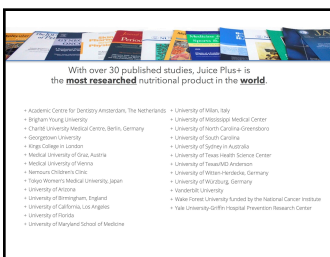
Once you order your JP+ you'll receive the "Shred Guidebook," a wonderful eBook that will provide 10 healthy meal ideas, over 15 shake recipes, snack ideas and this guidebook will explain these guidelines in detail like why no gluten or dairy or eating after 6pm.

There's No Calorie Counting or food deprivation or a complicated formula to follow and Shred10 is safe for the whole family.

HAVE SOMEONE SHARE A SHRED STORY



SCRIPT IDEA: If you really commit to the Shred10 Guidelines and add Juice Plus it is very common to see one or more of these results in your 10 days.



SCRIPT IDEA: A huge part of why this Shred10 will work is because you're adding JP+ as that nutritional support piece.

JP has been studied all over the world for the past 20 years and it is the most researched nutritional product on the planet.

	BASIC	PREMIUM	SHRED10™
JP+ Complete	1	1	1
JP+ Trio Capsules	0	1	1
JP+ Shred10™	0	0	1
JP+ Complete & Trio Capsules	1	1	1
JP+ Complete & Shred10™	1	1	1
JP+ Complete & Trio Capsules & Shred10™	1	1	1
JP+ Complete & Shred10™	1	1	1
JP+ Complete & Trio Capsules	1	1	1
JP+ Complete & Shred10™	1	1	1
JP+ Complete & Trio Capsules & Shred10™	1	1	1

SCRIPT IDEA: Adding JP+ is so simple and affordable. All of the other Shred10 resources are free when you order your JP+ Trio Capsules and Complete. The Basic package is just 1 shake per day. The Premium is 1 shake a day + the JP Trio capsules and the Shred10 package is 2 shakes per day and the JP Trio capsules and of course you can see that provides the maximum benefits. For 16 years I did 1 shake a day and the trio capsules and I didn't think my health could get any better then 2 years ago I began to drink 2 shakes a day (one for breakfast and one as my dessert after dinner) and that additional shake each day took my health to a whole new level. It really does make a difference. And your children can receive their JP free through the JP Children's Health Study. Whoever invited you to this event can share more.

Suggest all monthly installments and share that we ship all of our products in a four month supply. Ask your customer where they see themselves starting and how many shakes a day they plan on doing. Help them select a package based on their needs.

Shred package is trio capsules plus 4 boxes of Complete on installments. This is ideal so you can SHRED IT every month for 10 days, LIVE IT for the rest of the month with 1-2 shakes and have plenty to share with friends.

Premium package is trio plus 2 boxes of shakes on installments - 120 shakes will give our customer enough to do the shred and cover them for most of the rest of the four months if they do 1 shake a day most days. We believe this is where most people will start given the three options!

Basic package is 2 boxes of Complete on installments - 120 shakes will give them 1 shake a day. This can be a fall back package that can be a starting point because a customer can technically do the Shred10 with just shakes and through education, they can add capsules later. They are still making a 4 month commitment so you have the time to educate

WHERE DO YOU SEE YOURSELF GETTING STARTED?

- BASIC PACKAGE**
24.95/box (120 shakes)
JP+ Complete
- PREMIUM PACKAGE**
39.95/box (120 shakes)
JP+ Complete & Trio Capsules
- SHRED10™ PACKAGE**
49.95/box (120 shakes)
JP+ Complete & Shred10™

*Price not final